

Rep Order# 6837952 Ver# 3 Mod# 1 Status Confirmed

Traffic Order# 105002

Printed: 08/29/2012 7:15 PM  
Last Received: 08/28/2012 11:23 AM  
Showing Buylines: All Lines

1 of 4

Station KSNV-TV LAS VEGAS, NV  
Advertiser ( ) OBAMA FOR AMERICA  
Product OBAMA FOR AMERICA  
Estimate# 1536  
Buyer Maura Gilroy  
Phone#  
Fax#

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 95/101/1536  
Flight Dates 09/04/2012 - 09/10/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---  
SC=\*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F,M	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$185.00	09/04-09/10	5	1	5	\$925.00	
	2	TU-F,M	6A-7A	WAKE UP WITH THE WAGNERS	:30	\$450.00	09/04-09/10	5	1	5	\$2,250.00	
	3	TU-F,M	7A-9A	TODAY SHOW	:30	\$550.00	09/04-09/10	5	1	5	\$2,750.00	
	4	SA	6A-7A	NEWS 3 AT SUNRISE	:30	\$125.00	09/08-09/08	1	1	1	\$125.00	
	5	SA	7A-8A	SATURDAY TODAY	:30	\$150.00	09/08-09/08	1	1	1	\$150.00	
	6	SU	6A-7A	NEWS 3 AT SUNRISE	:30	\$90.00	09/09-09/09	1	1	1	\$90.00	
	7	SU	7A-8A	TODAY ON SUNDAY	:30	\$150.00	09/09-09/09	1	1	1	\$150.00	
	8	SU	8A-9A	MEET THE PRESS	:30	\$1,300.00	09/09-09/09	1	1	1	\$1,300.00	
	9	SU	9A-930A	NEWS 3 TODAY/WKEND	:30	\$125.00	09/09-09/09	1	1	1	\$125.00	
	10	SU	930A-10A	CHRIS MATTHEWS SHOW	:30	\$135.00	09/09-09/09	1	1	1	\$135.00	
	11	TU-F,M	9A-10A	TODAY SHOW II	:30	\$200.00	09/04-09/10	5	1	5	\$1,000.00	
	12	TU-F,M	10A-11A	TODAY SHOW III	:30	\$200.00	09/04-09/10	5	1	5	\$1,000.00	
	13	TU-F,M	11A-12P	RACHEL RAY	:30	\$200.00	09/04-09/10	5	1	5	\$1,000.00	
	14	TU-F,M	12P-1230P	NEWS 3 AT NOON	:30	\$175.00	09/04-09/10	5	1	5	\$875.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	15	TU-F,M	1230P-1P	NEWS 4: THE AGENDA	:30	\$100.00	09/04-09/10	5	1	5	\$500.00	
	16	TU-F,M	1P-2P	DAYS OF OUR LIVES	:30	\$200.00	09/04-09/10	5	1	5	\$1,000.00	
	17	TU-F,M	2P-3P	THE DOCTORS	:30	\$85.00	09/04-09/10	5	1	5	\$425.00	
	18	TU-F,M	3P-4P	DR. PHIL	:30	\$150.00	09/04-09/10	5	1	5	\$750.00	
	20	TU-F,M	4P-430P	FIRST NEWS 3 AT FOUR	:30	\$225.00	09/04-09/10	5	1	5	\$1,125.00	
	21	TU-F,M	430P-5P	NEWS 4 AT 430P	:30	\$300.00	09/04-09/10	5	1	5	\$1,500.00	
	22	TU-F,M	5P-630P	EARLY NEWS	:30	\$375.00	09/04-09/10	5	1	5	\$1,875.00	
	23	SA	5P-630P	KSNV EARLY NEWS	:30	\$150.00	09/08-09/08	1	1	1	\$150.00	
	24	SU	830P-930P	NEWS 3 LIVE (FOLLOWING NFL)	:30	\$450.00	09/09-09/09	1	1	1	\$450.00	
	25	TU-F,M	630P-7P	JEOPARDY	:30	\$725.00	09/04-09/10	5	1	5	\$3,625.00	
	26	TU-F,M	7P-730P	WHEEL OF FORTUNE	:30	\$230.00	09/04-09/10	0	0	0	\$0.00	
	27	TU-F,M	730P-8P	FACE TO FACE W/ JON RALSTON	:30	\$125.00	09/04-09/10	0	0	0	\$0.00	
	28	SA	630P-7P	JEOPARDY	:30	\$150.00	09/08-09/08	1	1	1	\$150.00	
	29	SA	7P-730P	WHEEL OF FORTUNE	:30	\$150.00	09/08-09/08	1	1	1	\$150.00	
	30	SA	730P-8P	TO THE POINT OR VEGAS INC	:30	\$100.00	09/08-09/08	1	1	1	\$100.00	
	31	M	8P-9P	AGT	:30	\$1,100.00	09/10-09/10	1	1	1	\$1,100.00	

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	37	W	530P-830P	NFL OPENING GAME DALLAS @ NY GIANT	:30	\$4,000.00	09/05-09/05	1	1	1	\$4,000.00	
	41	SA	9P-10P	CRIMETIME ENCORE	:30	\$400.00	09/08-09/08	1	1	1	\$400.00	
	43	SU	4P-515P	FOOTBALL NIGHT IN AMERICA	:30	\$600.00	09/09-09/09	1	1	1	\$600.00	
	44	SU	530P-830P	SUN NT FB: PIT @ DEN	:30	\$4,000.00	09/09-09/09	1	1	1	\$4,000.00	
	48	SU	10P-11P	LAW & ORDER AFTER NFL	:30	\$350.00	09/09-09/09	1	1	1	\$350.00	
	49	TU-F,M	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$400.00	09/04-09/10	5	1	5	\$2,000.00	
	50	SA	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$225.00	09/08-09/08	1	1	1	\$225.00	
	51	SU	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$225.00	09/09-09/09	1	1	1	\$225.00	
	52	TU-F,M	1135P-1235A	TONIGHT SHOW W/ JAY LENO	:30	\$250.00	09/04-09/10	5	1	5	\$1,250.00	
	53	TU-F,M	1235A-135A	LATE NIGHT W/JIMMY FALLON	:30	\$100.00	09/04-09/10	5	1	5	\$500.00	
	54	SA	1130P-1A	SATURDAY NIGHT LIVE	:30	\$400.00	09/08-09/08	1	1	1	\$400.00	

---REPORT TOTALS---

Report Totals: 111 / \$38,725.00

---SALES MONTHLY TOTALS---

Sep 12: 111 / \$38,725.00  
 Sales Totals: 111 / \$38,725.00

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Station Totals: 111 / \$38,725.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$129,083	CATV	0%	KBIR	0%	KINC	0%	KLAS	26%	KSNV	30%
		KTUV	19%	KTUD	1%	KVCW	2%	KVMY	2%	KVVU	20%
		XXXX	0%								

---COMPETITIVE COMMENTS---

EST SHARES FOR SEVERAL ORDERS

Books NOV12  
Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

---CREDIT RISK---

CASH IN ADVANCE